

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Wednesday, July 28, 2010
5:00 pm**

MINUTES

Present: David Woods, Dee Goodrich, Janet Jones, and Betsy Paterson

Staff: Kathleen Paterson

1. Call to Order

David Woods called the meeting to order at 5:07 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from June 2, 2010

There was no quorum to vote on the Minutes.

4. Update on Storrs Center project including communications

Kathleen Paterson reported that the preliminary design (at thirty percent) of Storrs Road is under review at the Connecticut Department of Transportation (CDOT), whose responses are being sent to the Director of Public Works Lon Hultgren and to the Town's consultant BL Companies. She noted that the CDOT will conduct review at seventy percent, at ninety percent, and of the final design.

Ms. K. Paterson updated the Committee on the progress of selecting design firms for the parking garage and the intermodal hub. She explained that a team of representatives from the Town, UConn, the Windham Region Transit District, and the Partnership had reviewed all of the responses for the Requests for Qualifications and will interview seven firms for the garage (out of fourteen responses) and three firms for the intermodal hub (out of seven responses).

Ms. K. Paterson also reported that the Town recently received a \$4.9 million grant from the Federal Transit Administration for the Intermodal Transportation Hub and Transit Pathway for Storrs Center. She said that a press conference was held in front of Town Hall on July 12.

Betsy Paterson commented that the funding was awarded as part of a competitive grant application process. She noted that the Town should be proud that their application stood out among so many applications nationwide and added that only two projects in Connecticut received funding.

Ms. K. Paterson agreed and added that the Town's grant was one of forty-seven awarded out of over two hundred and eighty applications.

5. Update on the Award-Winning *Festival on the Green*

Dean Woods reported that he, Ms. Paterson, and Cynthia van Zelm had traveled to Bridgeport to receive the 2010 Award of Excellence for "Special Event" from the Connecticut Main Street Center as part of their annual meeting and awards ceremony.

Ms. Paterson said that the presentation by CT Main Street Center was very well done and that it was good to have such a positive representation of the Town and of UConn in that part of the state.

Ms. K. Paterson reported that planning for the upcoming *Festival on the Green* is well underway. She discussed some new booths and features planned for the Seventh Annual *Festival* including a new food vendor, Jack Rabbit's, who will do gourmet hamburgers and hotdogs, and two new activity booths staffed by the Town's Fire Department and the Connecticut State Museum of Natural History. She also reviewed the preliminary plans for a puppet-building workshop hosted by the Ballard Institute and Museum of Puppetry and the Partnership. The workshop will take place prior to the *Festival*, and the finished puppets will appear in the Celebrate Mansfield Parade and at the *Festival*.

6. Update on Arts and Crafts Fair

Dean Woods explained that he and Ms. K. Paterson had discussed the Arts and Crafts Fair, as had others, and a decision was made to recommend that the Arts and Crafts Fair be put on hold for the next year. Dean Woods cited the amount of time needed to put together such a major project, especially with regards to staff time, as a major influence in this decision.

Dean Woods offered as an alternative the possibility of creating a publicity piece that would promote all of the arts-related events happening in town in April, which he noted is a very busy month for the School of Fine Arts and other arts organizations. He explained that the piece could include the dates of studio tours and E. O. Smith High School's musical.

Janet Jones said that she was very much in favor of the alternative proposal and noted that she misses UConn's former publication *The Advance*, which included information on arts events. She asked if the publication could be produced more than once.

Dean Woods remarked that he thought it would be a positive piece for the whole community, not just the UConn arts organizations.

Ms. Paterson commented that she preferred the publication rather than the Arts and Crafts Fair due to her concerns about staff time in the next year given the other events that the Partnership produces and anticipated progress on the Storrs Center project.

Dee Goodrich asked if it would be a printed piece.

Ms. K. Paterson confirmed that it would be a printed piece and added that, with the new website (in process), there may be an opportunity to post it online.

Ms. Jones remarked that this project would still be labor-intensive.

Ms. Paterson suggested looking for local businesses to advertise on the piece as a means of off-setting costs.

Ms. Goodrich said that, although she thought the publication sounded nice, she wondered what the goal of the piece was vis a vis the downtown.

Dean Woods explained the history of discussions about an arts presence in Storrs Center, including the possibility of a satellite office of the Greater Hartford Arts Council. He also noted the close physical proximity to the School of Fine Arts.

Ms. K. Paterson explained the goal of having one event each season to promote the Town's businesses and organizations and of general events to draw people into the downtown. She also referenced the Americans for the Arts' study of the economic impact of the arts and noted that a vibrant arts scene can be very beneficial for many different types of businesses.

Ms. Paterson said that the publication could serve as a precursor for future events.

Ms. Goodrich will contact the Document Center to see if they do outside work [Done].

Dean Woods suggested contacting the Design Center to see if a student or group of students would like to design the final piece. **He will send contact information for the Design Center to Ms. K. Paterson.**

Ms. K. Paterson noted that one advantage to the publication over the fair is that work on the publication can begin after the *Festival on the Green* is done.

By consensus, the Committee agreed to table the Arts and Crafts Fair and to pursue the arts publication project.

7. Discuss Fall Newsletter

Ms. K. Paterson said that the Fall Newsletter will be published in *the Chronicle* on Tuesday, August 31 and will accompany "The Shopper" on Thursday, September 2. She reviewed the plans for articles with the Committee and asked them to let her know of anything else they would like to see in the newsletter.

8. Adjourn

The meeting adjourned at 6:08 pm.

Minutes prepared by Kathleen M. Paterson.